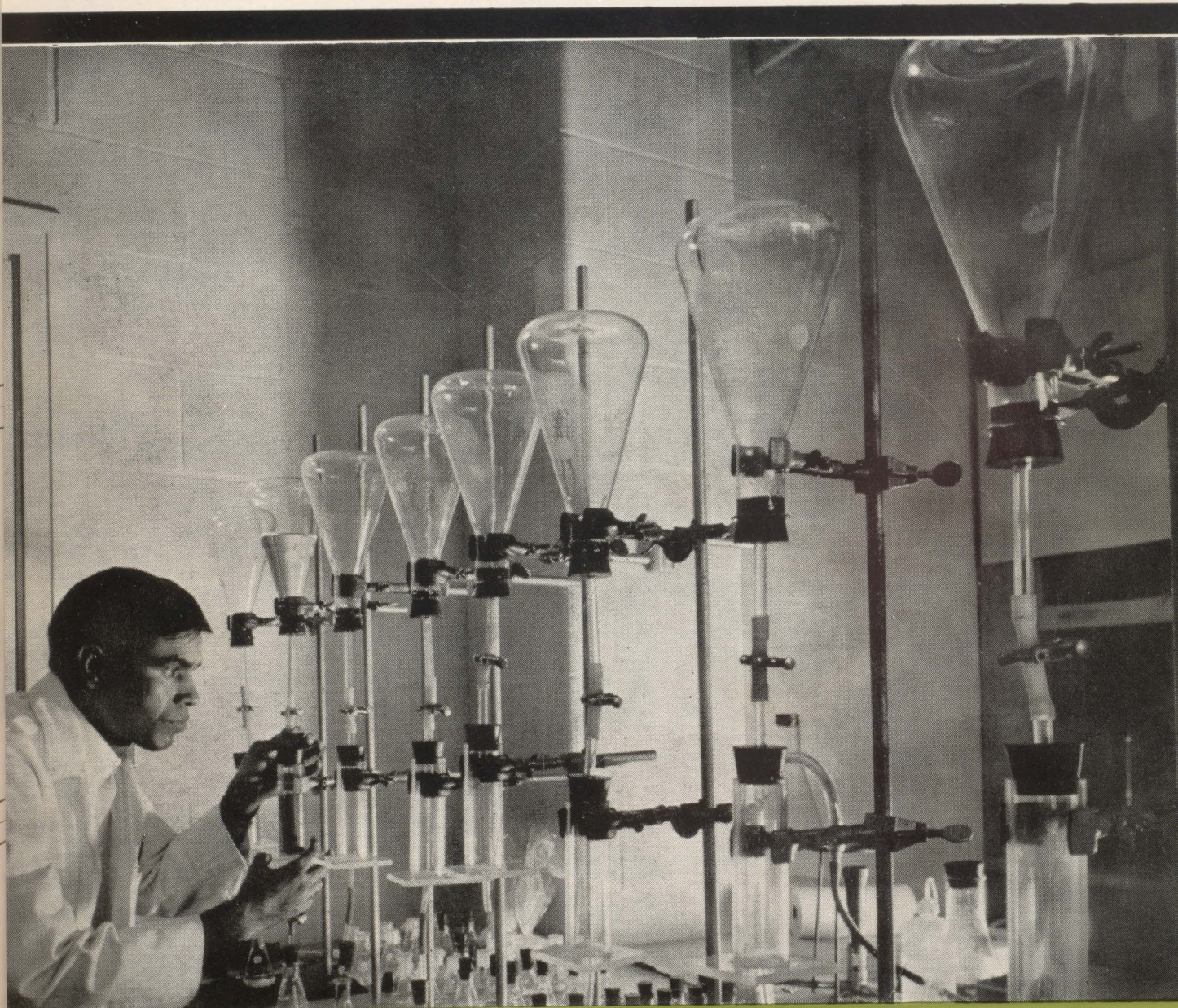


macdonald **FARM** *journal*



- ★ The Farmer's Image
- ★ Canadian Dairy Policies
- ★ Macdonald Royal 1965

February, 1965

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THE MACDONALD LASSIE

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macdonald **FARM** **journal**

February 1965

VOLUME 26

NUMBER 2

CCAB

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OUR COVER: G. H. Chaudhry, a Canadian Commonwealth scholar from Pakistan studies the movement of gypsum in the reclamation saline soils at McGill University's new soil science building. Photo by Kenneth Bowe.

The Farmer's Image

OF ALL THE paradoxes in Canadian agriculture, one of the biggest ones seems to be the "image" of a farmer. To many city people, he is a friendly hard-working, good citizen who has that knack of getting along with people. To some he's a straw-chewing overalled hick of the Cousin Clem variety. As a result everyone seems to have his own idea of the Canadian farmer. In the Maritimes, he has a definite type of image; in Quebec, the image is quite different; and it differs even more when one compares the local attitudes toward farmers between Eastern Canada and the West. Then, too, there's an even different image in British Columbia.

What, then, is all the fuss about? Farmers in the past have been concerned with the application of new ideas to the production and marketing of food. They have been too busy "doing the chores" to have much time to think about this Madison Avenue coined word — "image". In the past, deeds spoke louder than words but today, in this golden age of communications, words speak louder than deeds. As a result, not only farmers, but everyone, seems to be concerned about what other people think of them rather than what they actually are. This can lead to a fanciful illusion, a foggy interpretation of the real thing.

If farmers are the individuals they claim to be, then it's only natural to expect a different image in different communities. Yet, collectively, across Canada farmers themselves are worried about their so-called image. In Ontario, farm organizations have passed resolutions expressing concern about their image. Last month, the C.B.C. spent a half-hour on radio and a half-hour on television reporting on studies of the farmer's image. Somebody, somewhere must be really bothered about how farmers appears to the public.

In the past ten years, many farmers have made major changes in their businesses and they don't like the less successful farmers cluttering up their image. Many farmers now have university educations and they don't want to be classified as the same group that has a Grade VI education. Still others resent the rural residents who are called farmers but are only living in the country having their major source of income off the farm.

Despite all this concern, it appears that what the city person thinks of the farmer isn't really the same as what the farmer thinks his image is. In a recent coast-to-coast survey, city people were asked how they would feel if their sons approached them informing them of a decision to take up farming as a career.

Half of the respondents indicated that they would regard such a decision with favour. When asked about the need of government price supports for farmers — 84% felt that a farmer should be getting even more help than he receives at the present time.

The survey also asked the city people what they thought of farmers. They replied that they are more hard working than city people, they require more training for their job, they have better business sense, they are more efficient, friendlier, better citizens and they get along better with people.

On the other side of the coin, they felt farmers were less educated, had lower incomes, were less up-to-date and paid less tax!

On studying the survey, it appears that Quebec farmers have the poorest image of all. They are thought to be less educated, less ambitious, poorer, possess less business sense, are least up-to-date and are least efficient. This image is understandable in a province where, until only recently, farmers were considered as "habitants" — milking two cows, cutting pulpwood and living in one of the "colonies" that plagued this province. While all this is changing, one must realize that the real thing must change before the image changes.

If one could only count the number of businessmen who are leaving the city behind and becoming farmers, if one could only hear the number of city people who remark on the complexities, the scientific background and the organization of Canadian agriculture, then one would have little doubt that farmers are held in high esteem as producers of food.

The survey proves, then, that people think that farmers are pretty necessary people. The best farm image is in the large cities, while the small town dwellers look less favourably on farming as a profession.

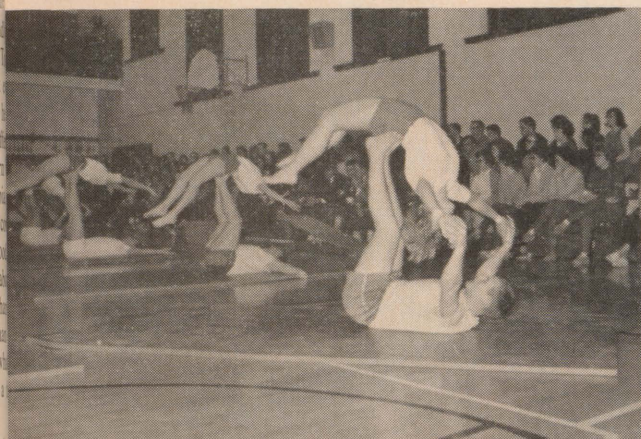
The farmer's image, then, really isn't as bad as many farmers think it is. After all, an image is only a reflection and sometimes this reflection becomes blurred by muddy water.

Mark Waldron

ROYAL '65

"Visions of Progress"

February 26, 1965



Physical education students take pride in presenting a display of their talents. This has become one of the most popular features of the Royal.



The tradition of the College Royals says that the day should end with a musical revue. At the Macdonald Royal this is the Green and Gold.

by Len Best,
Director of Publicity,
Macdonald Royal '65

"GEE, I didn't know that so many different kinds of grass grew in this area". This was a comment made by a 4-H club member as he looked at the agronomy display at the 1964 Macdonald College Royal. It was a display of grasses and legumes, as seedlings and as mature dried plants. As this young man and his friends continued their tour, they saw displays of Animal Science, Engineering, Bacteriology, Chemistry, Woodlot Management, Audio-visual aids used in the classroom, and a model classroom. The girls in the group were particularly interested in the Home Economics displays of science being applied to everyday living. They were fascinated by the modern kitchen facilities being shown. The career guidance room was of interest to all the students. Here they were given the opportunity to discuss, with some of the professors, the courses offered at Macdonald, and the necessary entrance requirements. In the middle of the afternoon, the club members gathered at the livestock pavilion to watch the Grand Champion showmanship competition. Then the

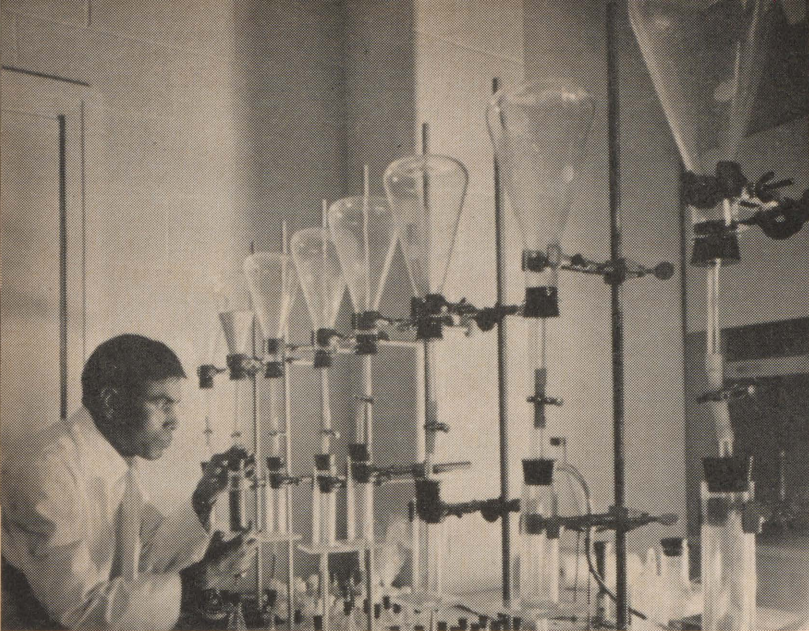
day was completed by the Green and Gold Revue, a musical comedy presented by the students at the College.

The 1965 Macdonald College Royal, although of the same basic structure, will have many interesting additions to demonstrate the theme, "Visions of Progress". The Royal is the one opportunity during the year when the students are given the chance to show

their College to the public. One of the Royal's chief aims is to encourage high school students to visit the College in the hopes that perhaps they too may be students of Macdonald in the future. So, on February 26th, bring the whole family to the 18th annual Macdonald College Royal. There will be something of interest for all as we portray "Visions of Progress".

PROGRAM

9:30	Opening of Livestock Show
10:00	Official Opening, Crowning of the Queen and Announcement of the Winning Booth. Welcome to High School Students
10:30	
10:45 and 2:15	Square Dance Competition
11:00 and 2:30	Physical Education Display
11:00	Food Demonstrations
11:30- 1:30	DINNER
9:00-11:00	Lunches, Coffee Shop
1:30 and 3:00	Fashion Show
3:00	Champion Livestock Showman Competition
3:00- 5:00	Royal Tea
5:00- 6:15	Supper
7:00	Presentation of Awards
8:00	Green and Gold Revue



Here G. H. Chaudhry, a Canadian Commonwealth scholar from Pakistan studies the movement of gypsum in the reclamation saline salts. (Photos by Kenneth Bowe).

Introducing

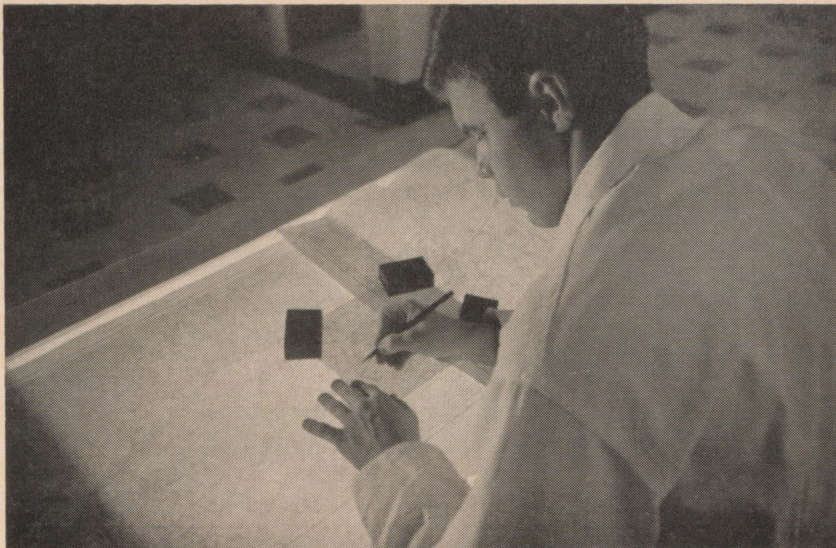
THE NEW SOIL SCIENCE BUILDING AT MACDONALD COLLEGE

The new Soil Science Building in addition to providing space for new offices and laboratories has a 306 seat lecture theatre equipped with the latest teaching aids.

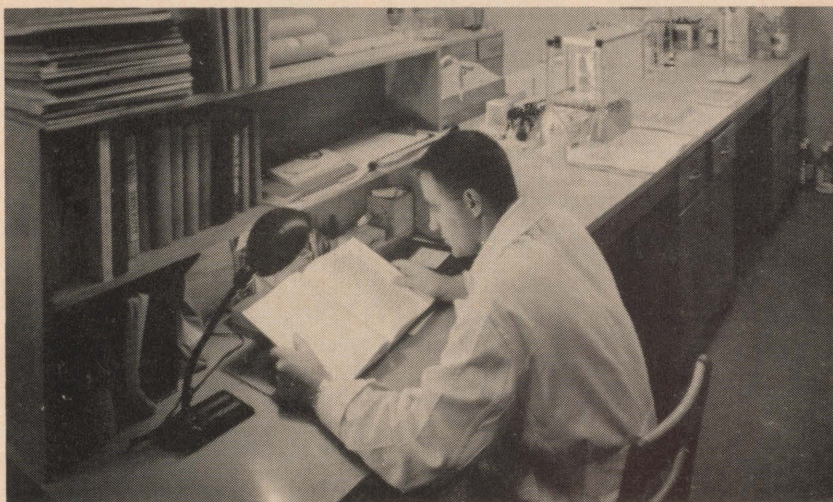




Above) Jim Thong, post graduate student from Malaya removes a tray of plant material from the drier. Mr. Thong is studying the influence of drainage on the availability of soil phosphorus.



Top Right) Student Malcolm Macdonald traces a map for a Land Use study of Western Quebec.



Right) W. F. Nuttall, graduate student in soil chemistry studies in one of the new labs.

(Below) Dr. B. P. Warkentin, chairman, Department of Soil Science, (left) discusses a research project with his staff, Dr. A. F. MacKenzie and Dr. E. G. Millette.





If Canadian dairy farmers want to stay in business, they had better take a more direct and active interest in their industry

Canadian Dairy Policies . . .

And How They Can Be Improved

by Prof. John Moxley

Department of Animal Science

THERE IS AN old Aesop fable which very aptly describes the characteristics of Canada's dairy cattle improvement policies.

This fable is about a dog who was crossing a stream on a log with a bone in his mouth. As he looked down into the stream he saw his shadow. Thinking it was another dog, he snapped at the bone in the shadow and in the process, lost the bone he already had.

Our dairy cattle improvement policies appear to be directed toward developing good looking purebred cows with official records tailored for an export market. This export market provides only 1 to 2% of the dairy farmers' cash income and it is declining.

What are our Dairy Cattle Improvement Policies?

The Canadian Government plays a leading role in these policies. They sponsor and provide most of the funds for a record of performance program. It is better known as the R.O.P. program. It is designed to measure the volume and quality of milk produced by individual cows. This service is strictly limited to purebred cows. The breed associations are most concerned

that the production records are official. Cost of the service is a secondary factor. The Government does make use of these records for evaluating sires in Artificial Insemination units but these reports receive very little publicity.

The Canadian and Provincial governments provide prize money and financial assistance to fairs and livestock shows. They also sponsor purebred sire and purebred heifer assistance policies to encourage the sale of purebred stock within the country.

Breed associations are vitally concerned with type conformation and breed trade marks. They spend time, money and energy stressing the importance of type and production relationships.

With all this, no wonder consumers think dairy farmers receive too much for their products and picture the typical dairy farmer as an individual who tours fall fairs winning ribbons and cash prizes, and selling cattle at fancy prices to foreign buyers.

Our American friends have taken a different attitude to dairy cattle improvement. They reasoned that since the dairy cow's main function is to produce milk, and since milk is the major source of income from a dairy

herd then, why not develop cows and dairy herds which produce milk efficiently? They organized dairy herd improvement associations. In true American fashion, they made the program available to purebred and grade cows alike. After all when a cow starts to produce milk, she does not recognize any limitations through lack of an official pedigree. They also decided that the farmer should pay for the service. If the program was not of any value to the farmer then, it certainly would not be of any value to anyone else. Since it had to be a good program to be acceptable they spent considerable sums of money on research to develop and continually improve their program.

How do Canadian and American Results Compare?

In 1950, New York grade and purebred cows on test were only slightly ahead of our purebred cows on R.O.P. By 1962, cows on test in New York State were outproducing cows on the Canadian R.O.P. program by 1,600 pounds per cow. In the last 5 years their cows have been increasing production at about 3 times the rate of our R.O.P. tested cows. The rate



Dairy farming is big business, providing nearly three-quarters of a billion dollars in cash income to Canadian farmers each year.

of improvement in production has rippled in the last 5 years. In Ontario, a similar response to a dairy Herd improvement program has been demonstrated. There is ample evidence that it has paid off financially.

Our purebred breeders have been instrumental in determining our Government policies. Probably this is the reason why these policies tend to be geared toward subsidizing the purebred breeder. If purebred cows cannot pay their way, then, how can farmers with grade cows be expected to survive? These policies may have been satisfactory at the beginning of this century, but they are about as practical as a horse and buggy on our super highways today.

There is ample evidence that Canadian dairy farmers are capable of developing sound organizations. This is well illustrated in the way the Artificial Insemination program has developed in Ontario under dairy farmer financing and management. It is time dairy farmers did something about showing interest in the development of a sound production improvement program. Drastic changes in our policies are needed or we are going to breed ourselves out of business.

How can present policies be improved?

Dairy farming is big business. It provides nearly three-quarters of a billion dollars in cash income to Canadian farmers each year. In spite of the size and importance of this business our dairy cattle improvement policies are based on tradition rather than logic. It is time more dairy farmers sat down and took a good look at their industry.

Dairy farming is a business, a very complicated business. Each farmer is faced with the problem of selecting and producing crops and dairy cattle which best fit his farm and market conditions.

Any dairy farmer is well aware of the various text books, pamphlets, breed publications, press releases and so on, telling him what crops he should produce and what kind of cattle he should raise, etc. Unfortunately, very few of the recommendations fit and the results are seldom as good as the claims that are made.

Dairy farmers don't need any more advice. What is needed by each farmer is a set of records and regular analysis of his dairy herd operations which he can use to make efficient management decisions when they need to be made. I am not speaking of an economic analysis which will show him he is losing or making money. He already knows the answer to that question. What the dairy farmer needs is all the information that would be useful in helping him to feed his cows efficiently and enable him to cull low producers and select his replacements more efficiently. A good program would also enable him to evaluate the value of changes in feeding and management practices more accurately.

Over the past 8 years, dairy farmers in some areas of United States have had available a program which has provided them with a complete analysis of feed intake, milk yield and the financial returns from each cow each month. These monthly herd analysis have enabled these dairy farmers to feed their cows more efficiently, cull more effectively and select replacement stock. In New York State, these dairy farmers, purebred and grade, have increased their production by about 400 pounds per cow per year over the past five years. One 44 cow herd recently completed a 12 month period with an average production of over 19,300 pounds per cow on twice a day milking. Nearly two million dairy cows are tested on programs such as this. These dairy herd improvement programs using computers and good

programs are much more useful, more efficient, and less costly, than the programs in use in Canada.

Dairy farmers are not likely to receive much sympathy outside their industry until they use a business-like approach to their operations. Governments generally have been sympathetic to the needs of dairy farmers in the way of livestock improvement programs and financial support. The policies in existence, good and bad, are generally those that have been requested by your representatives. Dairy farmers might well ask themselves: Does a million dollars spent almost exclusively for purebred dairy cattle breeders, as is the case of the Canadian R.O.P. program, constitute a benefit or a liability to the dairy industry? The same money spent in developing and introducing a more efficient herd improvement program available to purebred and grade herd owners alike, would be of considerably greater value to the industry.

With a good herd improvement program using computer facilities, dairy farmers and research workers can become more aware of the real production problems of the industry. Research can then be redirected into more useful channels to help the dairy farmer.

It is easy to sit back and continue old practices. Unfortunately, the world is getting smaller and competition is keener. If Canadian dairy farmers want to stay in business, they had better take a more direct and active interest in their industry and find out what can be done to get their operations on a more business-like and profitable basis. The development of a good computer-processed Dairy Herd Improvement program would be the first step in the right direction. If we don't do this soon, we may end up with foreign dairy products in our grocery stores.

MORE VIEWS AS FOR THE FUTURE

In the January issue of the Macdonald Farm Journal we published the views of several leaders in Canadian agriculture on what lies ahead in our highly technical agribusiness. The following are some additional comments on this vital subject

We'll Need More Trained Agriculturists

by Dr. Howard Stepler, President, Agricultural Institute of Canada.

ON THE SHOULDERS of the professional agriculturist rests the problem of food supply. World population is ineluctably increasing — the projection is a doubling of world population in the next 40 years. The need for food is not decreasing. The resources open to man to meet that need are the sea and the land — agriculture's responsibility.

Progress in agriculture has been measured by man's ability to manage his total environment to increase the production of his food. This total environment includes the plant, the soil, the climate and the animal — where an animal production unit is involved. Attendant to these are all their associated problems of pestilence, whether it be in the form of wheat rust, drought, wind erosion or grass tetany. Each and all must be evaluated in the framework of food needs.

Improvement in this grand area of management does not come about by accident; it is the result of thousands of hours of diligent research, ingenious interpretation of findings and the trans-

lation of these to practical problems on the farm. It is not sufficient to continue to accept the fluctuations of nature — we must either learn to manage these variables to our benefit or to devise systems which will be relatively insensitive to them.

Future progress will only come from more intensive research. The problems solved to date have been relatively easy compared to those which we face for the future. We can expect them to become progressively more difficult as one delves deeper into the secrets of nature. The breeding of rust-resistant wheats has been comparatively simple compared to the breeding of forage grasses containing specific amino acids to promote the growth of beef animals. The general advisory agriculturist will be supplemented by the specialist advisor on soil fertility problems, on pest control, on animal feeding, etc. The development of techniques for in vitro determination of digestibility of forage is relatively easy compared to the study of the micro flora of the rumen.

There will be an ever-increasing need for well-trained professional agriculturists in all the many phases of agriculture. They may come from many and varied backgrounds, all with a common interest in the biological science.

The number of people engaged in primary agriculture has been declining and will continue to decline, while the number of people in professional agriculture and all its associated disciplines has increased. An estimate suggests that Canada alone will require at least an additional 3,000 graduates by 1980, of which probably 1,000 will hold advanced degrees.

The future is bright for the professional agriculturist. The demand for his knowledge and his services will increase. Agriculture will become the sought-after profession; the days when society relegated it to the back field behind the barn are rapidly disappearing. Society has a responsibility to direct our young people about to enter university to consider a career in agriculture — the profession with the challenge to provide "food for all"!

New Animal Feeds, Control of Disease and New Methods of Transportation

by Dr. J.H. Hare, Vice-President, Pfizer Company Ltd., Montreal,

RESearch TODAY, will have a most dramatic effect on agriculture, 25 years from now. Let us speed over the next 25 years and look at the agricultural community.

Cows are still producing milk, but not milk as we used to know. With fat being produced cheaply from plant sources, the quality of milk is now judged on the quality of its protein; a high specific amino acid content is more important than fat content per se. Cows have been bred to produce this special protein milk. Assays have been developed to test for the amino acids and proteins. Farmers have gotten away from pure-bred strains for milk production and there has developed out of genetic research, a cross breed of cows designed to produce high protein milk. Feeding of these cows is no more inexpensive due to research on new protein producing crops. For example, soybean strains have been developed to grow in almost any climate or soil. High yields are brought about by use of new types of fertilizers spread on the grandiose sized fields by air application.

Soils are no longer deficient in any elements required for the particular crop being grown. Rapid chemical assay techniques make the knowledge of the type of fertilizer to apply relatively simple. Specific chemicals also applied by air treat the soil to minimize weeds and other pests, including insects and fungi. Harvesting of these crops by fantastically improved equipment is done almost completely by automation. Processing of crops and storage is also automatic. Food is processed not by canning, but by instant freezing, dehydration and irradiation, to yield most flavourful and nutritious end products. Humans incidentally, are being fed a diet carefully controlled as to calories and nutrition, so as to obviate nutritional deficiencies and thereby provide for an extra 15-20 years expansion of life. Obesity will be controllable due to these specific foods, although variety and tastiness of foods will not be lacking.

Animal feeds now produce meat, milk, eggs, hides, wool, fur, etc., at most economical rates. Research in the animal's digestive processes has provided optimum nutrients available in the digestive system at the right place and at the right level.

Disease in animals is minimal. Selective breeding research and research in disease control, with optimum use of antibiotics, biologicals and antivirals, have developed disease-free animals and poultry. But, continuing policing of disease-free animals is necessary to ensure optimum production. One of the most diseased scourges of poultry — leucosis (similar to cancer) — has been controlled by a vaccine, employed by air-spraying or in drinking water.

With the lowered cost of production of animal products has come a program for feeding the whole world. Research in modes of transportation, with vertical take off in airborne equipment, and standardized shipping, now allows all markets to open up to agriculture production. Localized agricultural economic research has given way to world-wide agricultural planning. Goods are transportable to all parts of the world; all humans

have equal opportunity for nutritional adequacy thereby increasing world-wide productivity. And indeed, this has become necessary due to the need for vastly improved (and therefore vastly detailed) mechanical productions in all phases of engineering and science. Inter-planetary travel is rather common, although the man in the street is not vacationing on the moon or Mars, or other planet, and will probably still prefer his holiday at the lake.

In short, it would not take undue optimism to believe that we can look forward to much better conditions in production, marketing, storage and processing and that Canada will — over the next 25 years — provide not only adequate quality foods for our own population but become a real factor in supplying exports to the more industrialized nations unable to produce sufficient food for their own populations.

SUPERVISOR

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Breakfast in South India

Ingenious fuel-saving utensils are needed to prepare iddli or dosai, two popular breakfast dishes enjoyed in Madras

by Dr. Florence Farmer

School of Household Science, Macdonald College

*Illustrations by Frances Wren,
School of Household Science.*

WHICH WOULD you choose, iddli or dosai, for breakfast? They are both available in South India. If you like chili sauce and other spicy foods, you would like iddli with sambar and dosai with masala. Even if you don't like spicy foods, you would like the iddli alone and the plain dosai without the masala. Moreover, since dhideer iddli mix (sudden iddli) is now available in Madras, you could prepare them yourself.

The iddli powder is mixed with water, left to ferment for a few hours

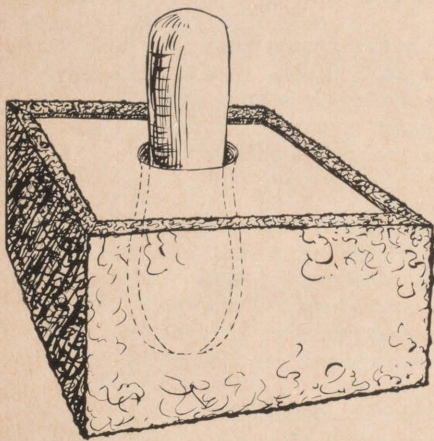
and then cooked about 20 minutes in an iddli steamer. The steamer is made of copper and has two trays near the top. Each one has five little depressions in which there are perforations to allow the steam to escape. Each depression (about the size of the hollow in an egg poacher) is covered with a piece of cloth. On this is poured the iddli mixture, about the consistency of muffin batter. The lid is adjusted tightly over the steamer so that little steam escapes. After about 20 minutes, the lid is removed and the iddli picked up. The cloth is removed and the iddli is found to be spongy, white in colour and not unlike bread, in texture. It is eaten hot with a meat or vegetable sauce, highly spiced and mustard in colour.

Recipe for iddli

To prepare iddli from the raw ingredients is a much more time-consuming proposition. The housewife

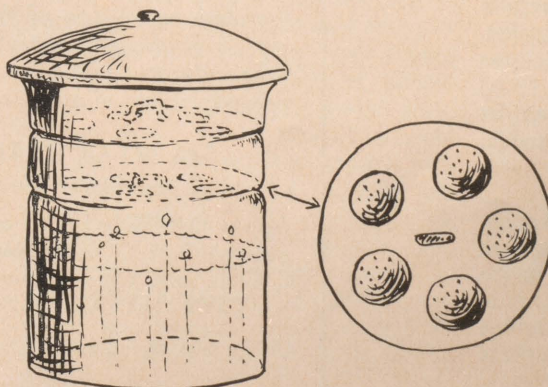
starts the previous day. She soaks the rice and black gram dhal and then begins the tedious job of grinding them in a hand grinding stone. The grinding stone is not the usual flat one used for grinding seasonings but a special one with a whole in the centre and an upright pestle, like a large mortar and pestle used in chemistry. The black gram dhal is a little easier to grind than rice but even this may take 20 minutes of constant movement of the pestle. The ground rice and dhal are then mixed in definite proportions and left overnight to ferment. During the night, yeasts and bacteria develop in the dhal and feed on the starch in the rice. By morning, the mixture is light and frothy. Dhideer iddli is made by adding yeast and the people of Madras complain that it tastes like bread rather than iddli. However it is gaining in popularity because of the time and energy saved in its preparation.

Continued on page 23



(Above) a special grinding stone has a hole in the centre and an upright pestle.

(Left) The copper iddli steamer has two trays near the top, each with five depressions. The saucer shaped tovai is heated over a charcoal fire.



Compiled by T. Pickup of the Information and Research Service,
Quebec Department of Agriculture and Colonization.

This month in the **FAMILY FARM** *Section*

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The farm of Joseph Giguere

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Farm machinery syndicate loans
— ARDA allots \$119,555 —
Apple crop estimates 1964.

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Subsidy for the purchase of
sprayers

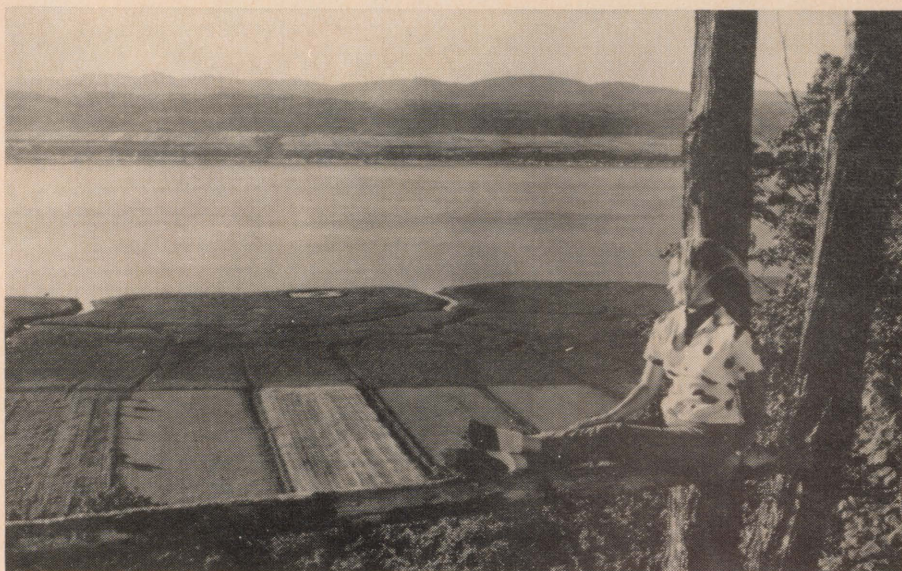
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Elmside View Farm

Page 17

Discussions between Mr. Alcide
Courcy and Quebec farmers

PHOTOGRAPHS BY
OMER BEAUDOIN



Christiane Giguère looks across the lower part of her father's farm on the Isle of Orleans to the fields on the north bank of the St. Lawrence and the Laurentian mountains beyond.

THE FARM OF JOSEPH GIGUERE AT STE-FAMILLE ON THE ISLAND OF ORLEANS

MR. GIGUERE has been the owner of this family farm since 1928. Of the 156 acres of land extending from the northern shore to the centre of the island, 96 are under cultivation, 45 are wooded, and the remainder is pasture or rough land.

There are not many dairy cows on this farm — just a few grade Holsteins. But there are some splendid market-garden crops: these, together with the raising of pigs, are the main source of income.

Great care is taken of the fruits and vegetables. The soil is well tilled and the plants are protected against insects and disease. Six arpents of good Kennebec potatoes are free from weeds and sprayed against blight.

On a piece of gravelly land, Mr. Giguère has a fine strawberry plantation where he raises nearly 12,000 virus-free plants; one of the beds, planted on May 15, was in perfectly clean and healthy condition. There is also a raspberry patch of 700 virus-free canes. Besides the young plants which are sold to other growers, 6,000 pounds of strawberries and 3,000 pounds of raspberries are sold to processing establishments every year. The potatoes are sold for making into chips. This year, the crop is expected to be about 1,500 bags.

One hundred and fifty apple trees yield 400 bushels of fruit a year. From the sap of the trees in the sugar bush, in which 600 tappings are made, 125 gallons of maple syrup are produced for sale annually. When the money earned from the rearing of 300 pigs every year is added to the income from these enterprises, it makes a fairly large sum.

If it is to produce profitable yields, the soil must be adequately fertilized. Mr. Giguère makes wise use of commercial fertilizers. He uses 10-10-10 for the potatoes. On the strawberry beds, he applies 400 pounds per arpent of 8-16-16 and 800 pounds of hydrated lime before setting out the plants. Needless to say he also uses aldrin regularly to control insect pests in the soil.

Apple Crop Estimates 1964

On the oat fields, 200 pounds per arpent of 10-10-10 is applied. In the grassland, a mixture of timothy, red clover and alsike clover seed is sown. When pastures are being established, 200 pounds of 10-10-10 and over 400 pounds of hydrated lime are applied per arpent before sowing.

In August, the strawberry and raspberry plantations are treated with 80 pounds per arpent of ammonium nitrate. From the middle of May until picking time, they are also sprayed regularly once a week with captan and malathion.

There is a solidly built and well-kept barn, a large part of which has been converted into a piggery for the large number of hogs that are raised. The other farm buildings include an old implement shed, two sugaring houses, and a well-equipped repair shop. The implements are suitable for the kind of crops that are grown. There is a 300-gallon sprayer for applying pesticides.

A good road on this farm makes tillage, harvesting and other operations much easier. Between the house and the river there is a big difference in level and a bulldozer is being used to make a practicable route to the lower part of the farm.

The well-kept kitchen garden, situated close to the main road, is quite luxuriant with garden chairs and swing-seats. The spacious and well-furnished home is clean and tidy; it has every modern convenience.

FARM MACHINERY SYNDICATE LOANS

OTTAWA, Dec. 24, 1964 — Agriculture Minister Harry Hays today announced proclamation of the new Farm Machinery Syndicates Credit Act.

Beginning with the New Year, loans under this legislation will be available through the Farm Credit Corporation to groups (syndicates) of three or more farmers who wish to purchase farm machinery on a co-operative basis.

Syndicates may borrow up to 80 per cent of the cost of the machinery with a maximum of \$15,000 per member or \$100,000 per syndicate, whichever is the lesser amount.

Mr. Hays said the FCC's local credit advisers across Canada will begin accepting applications in January. A pamphlet explaining the provisions of the

This page supplied in the interests of the Family Farm by the Quebec Department of Agriculture and Colonization.

THE QUEBEC BUREAU of Statistics, Agriculture Section, presents a bulletin giving the final apple crop estimates in the Province of Quebec, in 1964, by variety and by centre of production.

The yield, this year, is estimated at 3,765,000 bushels, as compared with 5,298,000 bushels in 1963, showing a decrease of 29 per cent. The late varieties yielded 3,266,500 bushels or 87 per cent of the total, while early varieties yielded 498,500 bushels, or 13 per cent of the total. The McIntosh variety, of which 2,321,500 bushels were produced, constitutes 62 per cent of the total crop.

The falling off in the 1964 apple crop is due to heavy frost during the night of May 14, when the trees were in bloom. The counties that suffered most are Missisquoi — particularly the Municipality of Frelighsburg, Huntingdon and Rouville.

These data were compiled by the "Comité d'Estimation de la Récolte de Pommes du Québec". The Committee, which was formed in 1962, is composed of agronomes of the Quebec Department of Agriculture and of representatives of the Canada Department of Agriculture and the Quebec Bureau of Statistics.

The Quebec Bureau of Statistics, which supplies the Committee with basic data, was the first organization in

Canada to try out an objective estimating method which is used to arrive at official estimates.

This method consists in taking random samples from orchards, apple trees and branches. The apples on the sample trees are counted in mid-July and every tenth apple is labelled in order to assess the percentage of the drop. Later on, the labelled apples are measured at different stages of growth and the data thus obtained help to determine the average diameter of the apples at harvest time. Once the average net yields of the sample trees by variety have been established, these averages can be applied to the total number of producing trees.

Following are figures taken from the table showing yield in bushels by variety for Quebec in 1964, and represent all fruit sold for fresh consumption and processing but excluding the seven per cent of the gross production which was left in the field or otherwise unused. Figures in brackets are corresponding yields for 1963.

Yellow Transparent 104,500 (77,500); Duchess 121,200 (61,500); Melba 191,600 (224,500); Other early varieties 81,200 (28,000); McIntosh 2,321,500 (3,850,000); Lobo 211,100 (312,000); Cortland 150,200 (327,000); Fameuse 463,100 (301,000); Other late varieties 120,600 (116,500); Total 3,765,000 (5,298,000).

Act may be obtained from the FCC's head office, 150 Kent Street, Ottawa, or from all branch and local offices of the Corporation.

ARDA ALLOTS \$119,555 FOR A PARK AT MONT SAINTE-ANNE

In his capacity of negotiating authority for ARDA programmes for Quebec, Mr. Alcide Courcy, Minister of Agriculture and Colonization, has sent a cheque for \$119,555 via the provincial Rural Development branch to the Corporation of Mont Sainte-Anne.

This sum is the first instalment of a grant of \$219,190 for the purchase of land in connection with the making of a municipal public park at Mont Sainte-Anne (about 23 miles northeast of Quebec City). The federal Agricultural

and Rural Development Administration is contributing half of the cost of the project.

Mr. Courcy said this grant is being paid under the terms of an agreement with the Corporation of the town of Beauré signed on October 15 1964. One of the aims of the project is to stimulate the economy of this rural district by finding new uses for land which it has become unprofitable to farm. In this case the land will be used for sport, recreation and the tourist trade. Sources of income and opportunities for employment in this less favoured agricultural region will be increased through the new direction thus given to its economy, and one of the main objects of ARDA will be furthered.

Apple trees in bloom
in a province of
Quebec orchard.



Subsidy For The Purchase Of Sprayers For Fruit, Vegetables, And Weeds

by Ernest Mercier,
Deputy Minister of Agriculture and Colonization

BENEFITS

With a view to helping as many farmers as possible to protect their crops against diseases, insect pests, and weeds, the Department of Agriculture and Colonization offers the following financial assistance:

For a *first purchase* of a motor-powered or horse-drawn sprayer or duster costing \$200 or more, grants based on the cost of the machine may be paid in accordance with the following scale: —

On the first \$500 or portion thereof	25%
On the second \$500 or portion thereof	20%
On the third \$500 or portion thereof	15%
On the fourth \$500 or portion thereof	10%
On the amount by which the price exceeds \$2,000	5%

N.B. IN NO CASE MAY THE GRANT EXCEED \$450.

Examples:

On a machine costing \$200, the grant will be 25%, or \$50
On a machine costing \$300, the grant will be 25%, or \$75
On a machine costing \$450, the grant will be 25%, or \$112.50
In the case of a machine costing \$1,800, the grant is reckoned as follows:
25% of the first \$500, or \$125
20% of the second \$500, or \$100
15% of the third \$500, or \$ 75
10% of the remaining \$300, or \$ 30
Amount of grant <u>\$330</u>

CONDITIONS

- To qualify for a grant: —
1. the applicant must be a farmer, owner of a farm, or settler (farmer holding land under a location ticket);
 2. the applicant must not have benefited previously from a grant for the purchase of a sprayer;
 3. the applicant must be buying the machine for his own use;
 4. the equipment purchased must satisfy the following conditions:
 - a) the machine and the essential accessories sold with it must be brand-new and comprise a complete operational unit;
 - b) except in the case of machines costing between \$200 and \$500

and concentrate sprayers, all fruit and vegetable sprayers costing over \$500 must have an output of not less than 5 gallons per minute at a pressure of at least 400 pounds. Herbicide sprayers must have an output of not less than 5 gallons per minute at a pressure of at least 25 pounds;

5. the applicant must send to the Horticultural Products Division, Department of Agriculture and Colonization, Quebec City, the following documents:
 - a) two copies of the receipted invoice of the manufacturer or his local accredited agent;
 - b) a solemn declaration in duplicate, on the form supplied by the Division, certifying that the conditions have been fulfilled by the applicant and stating the make, model, and serial number of the machine, its output in gallons or pounds (as the case may be) per minute, the pressure developed, the capacity of the tank(s), and the date of delivery to the purchaser.

The copy of the order which is customarily given to the purchaser by the manufacturer's agent or local dealer will not be accepted in place of the regular invoice.

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The amount of the grant is calculated on the net cost of the duster or sprayer, after deduction of shipping charges paid by the buyer and of commercial discount allowed him by the vendor.

As regards sprayers of the type that are mounted on farm tractors and used for the control of weeds, it must be understood that the subsidy of the Department will be paid only on the value of the sprayer and its essential accessories and not on the tractor itself. In such cases, the invoice covering the purchase must list the price of the sprayer and the price of the tractor separately.

Since the funds allotted for the payment of this subsidy are limited, the Department of Agriculture and Colonization cannot undertake to pay all the claims which may be submitted.

This assistance policy will remain in force until further notice.

AN ARDA PROJECT

Coastal shipping in the Lower St. Lawrence

The Minister of Agriculture and Colonization, Mr. Alcide Courcy, announces that he has concluded an agreement with Ottawa, under the terms of the joint Agricultural Rehabilitation and Development Act, for a study of transport between the north and south shores of the St. Lawrence estuary.

A request for this study was addressed by the Lower St. Lawrence Council for Economic Planning (a committee formed by the people of the counties of Témiscouata, Rimouski, Rivière-du-Loup, Matane, and Matapédia) to the Quebec Economic Advisory Council. The study, which is to be carried out by a Montreal office under the supervision of the Department of Industry and Commerce, will have three aspects:

- a) study of existing means of transport between the two shores of the estuary and their rates, time-tables, subsidies, and the competition they face from other regions, etc;
- b) study of exchanges between the two banks of the river and, particularly, possibilities of increasing the amount of farm produce raised on the south shore for shipment to the north shore;
- c) study of the effect of the Transportation Boards' regulations on traffic between the two shores.

The cost of this study, estimated at \$5,000, will be shared equally by the two governments.

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ELMSIDE VIEW FARM

Mr. Edwin Pirie and his son George of Bristol, Pontiac County, carry on the family farming tradition

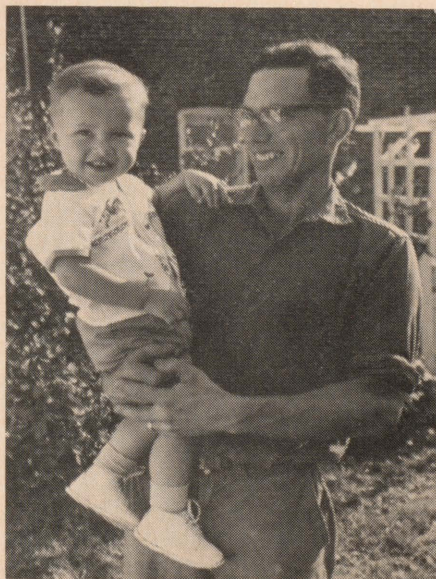
MR. EDWIN PIRIE is mounting the ladder of "Agricultural Merit" in the Quebec farming contests. Having won a silver medal in 1958, he was a serious contender for the gold medal in 1963.

Mr. Pirie operates a farm of 150 acres close to Highway 8 at Bristol with the help of his son George who is a graduate of Macdonald College. In 1963 the livestock comprised 48 registered cattle (a bull, 20 milking cows, and 27 calves and heifers), a team of Clydesdales, a Yorkshire boar, 12 brood sows and 36 young hogs, and some poultry.

The Holstein dairy herd is an excellent one; it is the strong point of this farm. Two of the cows are classified "Excellent", five "Very Good", one "Good", and twelve "Good Plus". The record of production shows a B.C.A. of 130 for milk and 143 for fat.

The land under cultivation covers

Mr. George Pirie introduces Charles, representing the third generation on their family farm at Bristol, Pontiac County.



135 acres, the woodlands 5, and rough pastures 15. The soil is mainly clayey. Tile drainage has been installed under 50 acres.

The crops suffered from drought in 1953. However, the eight acres of fodder corn gave a very good yield. There was plenty of clover and alfalfa hay. The Piries believe in using fertilizer: thus, 250 to 300 pounds per acre of 0-15-30 is applied to the pastures. The seed mixture for grazing consists of alfalfa and bird's-foot trefoil, and, for the hayfields, alfalfa, red clover, Ladino clover, etc.

The pastures are subdivided for controlled grazing, sections being rejuvenated when necessary. In 1963, the cows had the benefit of eight acres of pasture established in former years, four acres of oats, and twelve acres of alfalfa which they were allowed to graze following the first cutting. Under a system such as this, milk can be produced economically. The cooperative creamery at Quyon uses the cream, while the calves and pigs enjoy the fresh skim milk. In 1962, the piggery yielded 240 pigs sold at six weeks of age.

It is clear that Mr. Pirie pays particular attention to his productive assets, namely the livestock and crops. First importance is attached to those that bring in returns — the farming implements and buildings come second. Nevertheless, Mr. Pirie possesses the equipment necessary for his work on the land.

Mrs. Pirie, a first-class housewife, keeps her home in good order. She has many useful appliances including a freezer and a refrigerator. Mr. Pirie has an office to himself, with a desk and book-case, where he keeps the farm accounts and plans his agricultural operations.

Elmside View Farm is well known in and about Bristol because of the cattle that are raised there. Everybody also knows George Pirie who takes an active part in local agricultural affairs.

Discussions Between Mr. Alcide Courcy and Quebec Farmers

by J. B. Roy

DURING OCTOBER and November, the Quebec Department of Agriculture and Colonization organized a series of information meetings — one in each of the Province's seven agricultural regions. These first-hand discussions between farmers and agricultural authorities were held at Quebec, Montreal, Drummondville, Lévis, Ville Jacques-Cartier, Rimouski, and Rouyn. In all, about 3,000 persons took part in them.

During the very difficult period of transition through which agriculture is now passing, this enterprise on the part of the Government met the need for a frank, direct and constructive encounter between the farmers and the staff of Mr. Courcy's Ministry. The meetings were all particularly successful because the audiences, by taking an active part, helped to clarify problems and find solutions for them. In this way an effective exchange of viewpoints took place between spokesmen of farmers' groups and government representatives.

For Mr. Courcy, the Minister of Agriculture and Colonization, the meetings were an opportunity to outline his programme, explain some of the Government's assistance policies, express his opinions about current farm problems and, at the same time, hear the opinions of a large number of farmers. Though nominally dealing with the localization of agricultural productions in regions favourable to them and with orderly marketing, the discussions spread to nearly all topical questions: property tax, planning, farm credit, amalgamation of co-operatives, etc.

At all the meetings, Mr. Courcy agreed that the income now derived from agriculture by Quebec farmers was inadequate, and said that every possible effort was being made by his Department to put an end to the "cost-price squeeze" — the disparity between the cost of what the farmer has to buy and the prices he receives for his pro-

duce. Better planning of production and marketing would do much to increase the farmer's net income, he concluded.

To milk producers, Mr. Courcy emphasized that the problem of low prices for manufacturing milk called for solution on a national basis. He expressed confidence in the forthcoming initiation of a new and completely revised federal dairy policy — the logical outcome of the present joint efforts by the governments of Quebec and the other Eastern Canadian provinces and Ottawa.

For members of cooperatives, Mr. Courcy defined the Quebec Government's position regarding the tendency towards formation of inter-parish co-operatives, and reminded them that his Department encourages organization of regional co-operatives where this will result in greater efficiency. He also stated that the solving of problems involved in consolidation was the responsibility of members of the co-operatives and could only be achieved through constant discussion and team-work between rural regional leaders and through their efforts to persuade the farmers.

The Minister recalled that the Government's present policy with regard to agricultural co-operatives was to replace the system of discretionary grants by a system of guaranteeing loans on behalf of co-operatives. The amount of the Government's annual commitment for this purpose has been raised from \$300,000 to \$1,000,000. Assistance to local co-operatives — ostensibly for improving their financial position — has almost disappeared: instead of this kind of charity, the Government prefers a form of aid which will lead members of co-operatives to assume full responsibility for their undertakings.

To those who expressed the fear that protracted studies are delaying government action, Mr. Courcy replied that all fruitful and realistic action must be based on adequate studies of the facts, and that it is impossible to dispense

with the necessary inquiries without remaining in a state of perpetual mediocrity. He added that the recommendations of study committees formed by his Department had given rise to important governmental measures such as the reorganization of agricultural education and regionalization of farm production.

On another occasion, an audience was reminded that the Government is not bound to assume the entire responsibility for organizing marketing, but that it is part of its duties to provide farmers with effective means of forming collective marketing organizations among themselves. This is what the Quebec Government has done by revising the Agricultural Marketing Act enabling farmers to increase their bargaining power, organize joint plans, and if necessary regulate production.

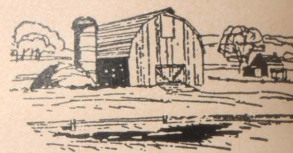
Mr. Courcy said that the Government was prepared, together with those primarily concerned, to meet the challenge offered by the present condition of agriculture and continue its efforts to increase the farmers' net income — which is in fact the aim of the Department of Agriculture and Colonization. Mr. Ernest Mercier, the Deputy Minister, amplified this when he told the farmers that the Department proposed to have in Quebec a greater number of economically sound and profitable farms, i.e. farms with a high enough net income to support at least one and preferably two operators and their families. This, he said, was the new concept of the traditional family farm which must now tend increasingly toward father-and-son associations in order to achieve greater economic efficiency.

This page supplied in the interests of the Family Farm by the Quebec Department of Agriculture and Colonization.



The Better Impulse

NEWS AND VIEWS OF THE
WOMEN'S INSTITUTES OF QUEBEC



At the Opening Tea, Oct. 15, 1964, a drawing took place for the Picture "White Birches" shown above and painted by Miss N. Collyer on the left. Center is Mrs. L. Woodward, President of Austin WI. On the right Mr. G. K. Trimm who won the picture.

FROM THE OFFICE

The Holiday Season saw Women's Institutes throughout the Province enjoying parties, gift exchanges, special outings, Christmas poems and stories, carol singing, special readings, Christmas trees, demonstrations and hand-made gifts and decorations and other festive activities.

Amid the joy and gaiety, members and branches remembered their motto For Home and Country and contributed in many ways to making the season happy for others in the community and abroad. There were parties for children, sunshine baskets for sick and shut-ins, Christmas baskets of food and clothing and blankets to the needy, cards and parcels to forgotten patients, candy bags for pre-school children, gifts to children in hospitals, White Gifts, Christmas Seals, plants to senior citizens, cards to an Indian Mission, donations to UNICEF and purchase of UNICEF, cards.

Some of the organizations to which Christmas aid was sent were Cecil Butler Hospital, Lachine Home for Children, Preston Home, St. Paul's Anglican Rest Home (Bury), Dixville

Children's Home, Wales Home, Le Flambeau Children's Home, Ste. Anne's Military Hospital, Montreal Children's Hospital, Sherbrooke School for Retarded Children, Tri-Service Hospital, Brookdale Farm and others. As the Noranda publicity convener, Mrs. Yandon, writes — "Knowing that some one will have a better Christmas because of our efforts, will give us all a merrier feeling during the holidays."

FROM FWIC OFFICE

THE FEDERATED Women's Institutes of Canada, organized in the country areas of Canada, are in a position to recognize the needs of the aged in rural population. Recommendations have been submitted to the Special Senate Committee on Aging, dealing with various aspects of conditions in more rural communities, which they feel are important and should be given attention.

Introducing these recommendations, the FWIC states: "We wish to encourage in our people that families should feel responsible and be encouraged to provide for old age within the limits of their capacity to do so, there is still scope for thrift and private provision".

It is recommended that where families are willing to provide accommodation for parents or other elderly relations in, or near their homes, (a small self-contained apartment as part of the home, or a small home on the homestead) that a Federal Loan be available to such families.

The FWIC also ask that Municipal Councils be responsible for making information available on welfare services to elderly citizens so they are aware of what is available to them, and how and where to apply. They should also be informed of any changes that may be made in Federal, Provincial or Municipal laws that pertain to the aging. Elderly people should be exempt from school tax, the statement goes on to say. Consideration should be given to this with those over 70 who own property. If this drain on their finances were removed they would be able to stay longer in their own home and thus prolong the time when they could be independent.

A visiting service is needed in the rural communities, as well as the urban. It was recommended that some training be provided to make this service more effective, and stress was laid on the fact that able older people should be encouraged to take part, one ministering to the other, an important factor.

Other recommendations include: Strict enforcement of licensing and supervision of Homes for the Aged and Nursing Homes, in larger as well as smaller communities; programs for continuing education as retirement age decreases and the work week is shortened; Placement Bureaus for those with special skills; the legal profession to co-operate in a form of counselling and protective service for the aging; assistance with cost of drugs, hearing aids, eye-glasses and other medicinal necessities. The Contributory Pension Plan was commended, this to include farm and rural population. The FWIC also approves a National Contributory Health Insurance to cover all segments of the people.

"Our older folk should be encouraged to do as much as possible for themselves", concludes the statement. "It should be our concern to provide what is needed so they may have the opportunity to be a dignified and happy section of our society".

THE MONTH WITH THE W.I.

ABITIBI - EAST : MALARTIC held successful rummage sale, with White Elephant Table and Surprise Boxes; quilt donated by a member sold, with proceeds for the treasury; handicraft supplies purchased for members; entertained VAL D'OR at County meeting. MATAGAMI heard Mrs. M. Kremer, R.N. speaking on health, with emphasis on immunization, children's diseases, dental care, mental health and alcoholism.

BONAVENTURE : BLACK CAPE learned how to store bulbs for winter; heard paper on Overweight in Teenagers; mended books at School Library; collected for UNICEF. MARCIL welcomed two new members; resumed hot soup program at the school; MATAPEDIA collected for UNICEF. PORT DANIEL held most successful School Fair, sponsored with Marcil Branch; collected for UNICEF; sent monthly remembrance to forgotten patient.

BROME : AUSTIN welcomed two new members; donated to High School Cafeteria Fund. KNOWLTON'S LANDING held sale of Surprise Wrapped Christmas parcels; collected for UNICEF. SOUTH BOLTON presented Mrs. Rodney Davies with FWIC and ACWW pins in appreciation of her work in the branch; a donated Christmas pudding sold for funds. SUTTON held very successful Ceramics Course with many useful and attractive articles made; awarded prizes at school graduation.

CHATEAUGUAY - HUNTINGDON : AUBREY - RIVERFIELD answered roll call with "An Early Recollection of Christmas"; donated to school cafeteria; donated quilt to Welcome Home Mission; DUNDEE held discussion on How to Postpone Old Age; demonstrated making of an apron from large paper napkins — as one soils, tear it off; demonstration of a wreath made from egg carton, three-dimensional picture, chest of drawers made from discarded lumber scraps, and a candleholder — all useful and costing little; donated case of soup to school for hot

lunch program. HEMMINGFORD answered roll call with Christmas Memory; toured Simpson's Store in Montreal a most interesting trip for which each member present was given \$1.00 for the treasury, by the store; adopted a Forgotten Patient at Verdun Hospital, with cards and gifts and visits to be continued throughout the year; demonstration of child's hand loom made from cardboard, string and popsicle sticks, and a knitting holder made from Javex bottles. HOWICK answered roll call with uses for Aluminum Foil; held cookie contest; demonstrated Snowman made of cookies; sale of cards is held at every meeting to raise money for projects and scholarships. HUNTINGDON welcomed a new member; guest speaker, Rev. Mr. Stote gave thought-provoking talk on Christmas, Past and Present; scholarship committee appointed for Laura Rose Stephen legacy scholarship; filled Penny-a-Loaf card for UN. ORMSTOWN sent used stamps, and spectacle frames to Junior Red Cross; demonstrated making of 4 beautiful Christmas decorations.

COMPTON : BROOKBURY collected for UNICEF; donated to Adelaide Hoodless Home, to Maplemount, and to two cemeteries; sent cheer box to member whose husband is in hospital. BURY donated to Blind Association. CANTERBURY held stork shower. COOKSHIRE saw slides of various countries with a commentary by Rev. Mr. Filshie; a high school pupil gave report on activities of Junior Red Cross; report of work done by Country Women's Association in Australia given. EAST ANGUS held successful hat course; donated to Share-A-Loaf cards. SAWYERVILLE held contest, and games enjoyed. SCOTSTOWN had showing of slides.

GATINEAU : EARDLEY heard reading entitled Floors; social evening held. RUPERT held candy sale; prize given for most original parcel wrapped. WRIGHT: Roll Call — what are the obligations of Canadian Women as Citizens — was used as topic for discussion, with all members and guests participating; articles read on How to Treat the Guest Speaker, and What Citizenship means to Canadian Women;

Christmas apron sold for treasury funds.

JACQUES CARTIER : STE ANNE'S entertained members of Vaudreuil branches at Christmas party; films of Europe and British Isles shown by member; enjoyed concert of tunes played on bagpipes, and the Highland Fling.

MEGANTIC : KINNEAR'S MILLS held successful card party; sent gift to member who had moved away. INVERNESS sent books to Ranfurly Library; completed two quilt tops to be donated to Senior Citizen's Home in Kinnear's Mills; socks and mittens sold.

MISSISQUOI : COWANSVILLE received letter from their adopted child in Jamaica; held sale of jams, jellies and White Elephants; winter care of peonies described by convener of agriculture. DUNHAM: a \$5 prize received by member for candle-making contest. FORDYCE held a Snow Contest, enjoyed by members. STANBRIDGE EAST held contest concerning Yuletide Holidays.

PAPINEAU : LOCHABER sent flowers to senior members.

PONTIAC : FORT COULONGE enjoyed talk by County President; held two contests; placed Armistice wreath on Cenotaph; QUYON heard article on how to teach your child to handle money; held 2 contests; Silver Dollars presented to two schools for English and French; laid wreath at War Memorial; collected for UNICEF; donated to Community Hospital. SHAWVILLE heard a story on how 16 places received their names; sold mitts; held contest; laid wreath at War Memorial; presented a \$20.00 Scholarship to local girl. STARK'S CORNERS: history given on some places in the community; had money cake, with proceeds to, local hospital; held contest on names of noted men. WYMAN-ELMSIDE entertained Junior Choir.

RICHMOND : CLEVELAND: contest on wrapping of gifts. GORE sold quilt for \$25.00; renewed CAC membership; wedding gift presented to recently-married member; MELBOURNE RIDGE

auctioned baby blankets; sent flannellette blanket to Unitarian Relief Fund; donated to Salvation Army. RICHMOND HILL held contest on Ads; presented prizes to Grade 3 pupils for greatest improvement. RICHMOND YOUNG WOMEN donated to school hot lunch program. SHIPTON gave \$100 proceeds from Fair Booth to Sherbrooke School for Retarded Children; sponsored UNICEF collection; donated school prize. SPOONER POND sold remnants of material; donated to welfare fund at St. Francis High School; silver dollars sent to 2 babies.

RICHMOND: SHIPTON report a children's party and a card party which netted \$1.00 per member for the QWI Service Fund and a school prize; also a bring-and-buy sale for the flower fund. Mrs. L. Tremblay led a discussion of the CAC report re electric shavers etc. and the Tweedsmuir contest is being taken up with enthusiasm.

ROUYN - NORANDA: NORANDA held card party; supplied a very needy family with Christmas basket; held Ladies Night Out, with dinner in local restaurant.

SHEFFORD: GRANBY WEST: members and families held a turkey dinner and social evening — a most enjoyable special event. GRANBY WEST held contest on Christmas symbols; donated to Adelaide Hoodless Home.

SHERBROOKE: ASCOT held auction of hand-made articles; worked at cancer dressings; entertained County meetings. BELVEDERE read article on UNICEF and ordered cards; held paper drive; gifts sent to cancer patients; Twenty-five year pins presented to Mr. C. Drummond, member since 1920, and to Mrs. C. Wearne, member since 1937. BROMPTON ROAD entertained North Hatley Branch, and heard Mrs. G. LeBaron speak on work of the WI in the North; Temperance Poster Contest explained; visited textile plant in Magog. MILBY heard report of Tour of Bishop's University, and report of Open House at Dixville Home for Retarded Children; donated to the latter; contest held on Let's Tour Canada. LENNOXVILLE heard articles on Tractor Driving Safety, Household Hints, and World Citizenship; held sale of cooking and handicrafts at a Salada Tea; contest on scrambled pie names; President honoured with a stork shower.

STANSTEAD: AYER'S CLIFF donated money for Turkey Dinner served pupils at High School. HATLEY heard report of County meeting; contributed to hot supplement served at school;



by Norma E. Holmes

Dear Min,

We found (?) a man to cut up some wood. We should have found him two years ago if the home fires aren't to go out one of these days. A slow motion camera would have to have a new adjustment to catch Herb. A snail could round the track twice. The other day Father stopped to watch him and he said, "You know, Herb, if you aren't careful, you're going to get that all chopped some day." Herb stopped for five minutes thinking about it and then he said, "Yeah."

He is also one of those who leave the axe up in the air when you call dinner. At table he is what you might call a 'one-idea' man. When he sits down, it is eyes to plate, and he never lifts his head until he is full. He says, "Pass the butter" and when it arrives within his area of vision, he takes a quarter of a pound without a halt in jaw movement. I catch myself staring at the empty bread plate I had just filled. Herb fills all the cracks with bread.

At dinner I suddenly remembered Wendy had dumped the stones back into the plum pie and I hadn't time to fish them out again, so I went in to warn the men folks. Herb looked at his empty plate, "Weren't none in mine," says he. I drew John aside. Should we take him to doctor maybe? But John didn't think so. He said he doubted Herb's stomach is surprised at anything and he was sure it could cope with a few stones. Apparently it coped.

The snow is really coming down this winter. I remember a travelling salesman who used to visit the farm. He had some choice tales of snow storms. A farmer he said was in a blinding storm — the year of the Big Snow — and he finally saw a post sticking up and tied his horse to it. Then it began to thaw — I suppose that was also the year of the Big Thaw — and here was his poor horse tied to a church steeple.

That's enough for now, don't you think?

Eloise

HATLEY CENTRE held successful card party, with proceeds donated to Dixville Home for Retarded Children. WAYS MILLS demonstrated home-made decorations.

VAUDREUIL: HARWOOD enjoyed a musical program, and humorous skit presented by Mrs. Hanna and Mrs. Prinn; donated to local boys' club to be used for their recreational facilities.

PINS:

The price of the QWI pins is now \$1.55, an increase of 20¢.

SEMI-ANNUAL

Board members please note: The Semi-Annual will be held as usual in

the YWCA, Montreal. Dates February 12, 13. We will be joined by the Montreal Council of Women Friday p.m., February 12th.

ACWW CONFERENCE

FWIC reports that to date 60 WI members from Canada have signed up for the ACWW Conference in Ireland next fall.

CORRECTION

On page 31 of the January issue of Macdonald Farm Journal "Miracle Foods, Ogilvie Flour Mills Co." should read "Miracle Feeds".

Cooking Instruction For The North Shore

by Janet McOuat

Q.W.I. Demonstrator and Technician

ON JUNE 28TH I left Dorval by Air Canada for Seven Islands. I stayed overnight there, and took Northern Wings (a DC-3 plane) to Havre St. Pierre. Here we were transferred to a Northern Wings seaplane. We flew for six hours on the latter, stopping here and there along the coastline at such places as Mingan, Harrington Harbour, Red Bay, La Tabatière and Romaine. Patches of snow could be seen in the hills.

Arriving at the airport outside Blanc Sablon, I was met by Father Deslaurier (head of the Oblate Mission, and a grand man) who drove me in his red truck to Lourdes Blanc Sablon. I had been told it would be very primitive, so I was amazed to see a small community. There were homes, with running water and electricity; a small well-equipped hospital, a church, presbytery, a modern school with electricity and a gas stove. There aren't any telephones or TV's.

Father Deslaurier found me a room near Presbytery, where I slept and had breakfast. I ate dinner and supper at the hospital with the Oblate Fathers, the Brothers and two nurses. The meals were excellent. They were served by the Sisters.

Blanc Sablon hasn't any trees. Moss grows on the rocks; and pretty flowers, as the wild iris, the Labrador tea plant and others are seen everywhere. I even saw a small garden, where celery was growing well.

The village is situated on the sea which is a beautiful blue. On fine days, one can see Newfoundland.

In the village one would meet two sheep, a cow, a bull wandering about. The huskies were chained. They are used to draw sleighs in wintertime. Nights one would hear the huskies howl, and on foggy days and nights, the fog horn.

Known as the "cookwoman"

Everywhere I went, the children followed me, and asked to carry my parcels. They called me the "cookwoman".

I had classes there for two weeks in the school. The first night Father Des-

laurier showed a film I had taken down, "Mystery in the Kitchen". 80 women attended. Every afternoon and evening for two weeks I held classes in "Food and Nutrition". Every morning I shopped and did preparation. I had an average attendance of 60 at every class. The women were very shy at first, but later they relaxed and were so appreciative at being helped.

Throughout my stay there I showed films on "Fish", "Buying by Grade", "A Good Breakfast", "What Breakfast did for Emily", "Rural Lunches", "Spending Your Food Dollar", "If the Shoe Fits", "Breads and Rolls", and "Food for Freddie".

I gave demonstrations on Good Breakfasts; Methods of Cooking all Kinds of Fish; How to Make Cream or White Sauces, and using them in sauces for fish, game and vegetables. I taught Drop Batters and Baking Powder Biscuits, as well as Rolls. I had demonstrations on Butter Cakes, Sponge Cakes and Cookies, as well as Bread Puddings, Baker and Steamed Custards. I lectured on uses of recipes; definitions of terms used in cookery; planning menus; and shortcuts for the housewife.

Another subject taken up was the use of skim milk in various forms: use in pies, cookies, puddings, custards, desserts, sauces, salad dressings, candy, frostings and ice cream.

I spoke on, and illustrated, how to use left-overs; and helped the women in whatever problems they had.

Interest in Institute work

While there I told them about the Women's Institutes and the great work they do. The women were most interested. I left literature with them. They hoped to form an organization.

While at Lourdes Blanc Sablon, we had dense fogs. The planes and boats were unable to enter for a week. Small stores were there and a Hudson Bay Store four miles away at Blanc Sablon. Groceries were brought in from Newfoundland.

On July 14 I took Northern Wings from Lourdes Blanc Sablon to Red Bay and La Tabatière. Here I was met by

Father Jacobs, and Miss Côté (nurse and an Oblate sister). They drove me over rough roads, full of potholes, to Presbytery. Roads only go a mile in each direction. Here there were trees. The homes didn't have electricity, running water, or toilets (inside or out). Only the Presbytery and the Hudson Bay store and house had electricity and running water. Presbytery was small. I was fortunate to stay with two young lads in the Hudson Bay house. It was very comfortable, had maple livingroom furniture, maple bedroom furniture, kitchen with electric stove, etc. The lads enjoyed cooking so we three worked together. I spent two weeks there, teaching the same subjects as I did at Lourdes Blanc Sablon.

This was a smaller community. Attendance in the evening was 36, and in the afternoons, 12. The women were busy at the canneries during the day, so could not attend. They were very interested. Here again I spoke of Institute work. The women talked of planning a group, if possible for a member of executive to go down and organize them.

I returned by freighter from Red Bay to Montreal. We were held up by fog and high seas for 20 hours. Some day in the near future, I hope it will be possible for me to return to these people to help them — and to help other groups at St. Augustine, Harrington Harbour and other places along the North Shore.

Following Miss McOuat's return, a letter to the QWI Office was received from Mlle. Monique Côté, voicing her appreciation of the fact that Miss McOuat had come to give of her time and talents instructing the women of the North Shore in nutrition and Cooking. The women of Blanc Sablon and La Tabatière remember Miss McOuat with gratitude and affection.

She also said the women were interested in forming Institutes and hoped that someone would be able to come in the near future to organize.



COLLEGE PAGE

STEPPLER AT CONGRESS IN BRAZIL

Dr. Howard Stepler, chairman, Department of Agronomy, is attending the 9th International Grassland Congress in Sao Paulo, Brazil, this month. He will present a research paper, "The Establishment of the Sward of Seeded Pastures".

Dr. Stepler is carrying with him an invitation for the 11th Congress to be held in Canada in 1970. The 10th Congress will be held in Finland in 1966.

After touring the grassland areas of Southern Brazil, Uruguay, and Argentina, Dr. Stepler will return to the land of snow on February 8.

SOIL SCIENCE STAFF TO KANSAS CITY

Dr. B. P. Warkentin and Dr. A. F. MacKenzie represented Macdonald College at the annual meeting of the American Society of Agronomy, at Kansas City, Missouri, in mid-November.

Dr. Warkentin presented a paper before the Soil Physics Division on "Water Retention in Clay Soils as a Function of Structure". It was a partial summation of some of the research carried on at Macdonald College in the past few years adding to our practical knowledge of water relationships in soils.

Dr. MacKenzie discussed "Sulphate in Eastern Canadian Soils". Although there are no indications of sulphur deficiency yet in local soils, advanced

technology in fertilizers and an increased knowledge of crop requirements may eventually show there is a need.

DR. DION TO TRINIDAD

During the first week of January, Dr. H. G. Dion attended the meetings of the technical advisory committee of the inter-governmental Technical Advisory Committee for Regional Research at the College of Agriculture, University of the West Indies, St. Augustine, Trinidad. Dr. Dion is a member of this committee which makes recommendations about agricultural research in the West Indies.

NEW APPOINTMENTS — DEPARTMENT OF ANIMAL SCIENCE

Two new appointments to the Department of Animal Science at Macdonald College have been announced by Dr. L. E. Lloyd, Chairman of the Department.

Dr. Robert Baker from Illinois will become Assistant Professor, Animal Science, specializing in reproduction physiology. Originally from Illinois, Dr. Baker did his undergraduate work at Southern Illinois University and graduate work at the University of Illinois, Urbana. His responsibilities will include teaching and research in the field of animal physiology.

Mr. Peter Hamilton of Halifax, Nova Scotia has been appointed Assistant Professor of Animal Science and Extension Specialist. Mr. Hamilton is a

graduate of Macdonald College and has his M. Sc. from the University of Maine. He has been a member of the teaching staff of the Nova Scotia Agricultural College in Truro and more recently has been employed by the Canadian Broadcasting Corporation as a farm commentator in Halifax. Mr. Hamilton will be responsible for certain extension activities of the Department of Animal Science as well as some of the more practical aspects of animal agriculture.

STEPPLER RECEIVES AWARD

On December 15, Dr. Howard Stepler, Professor and Chairman, Department of Agronomy, Macdonald College received an award of merit certificate from the American Grassland Council meeting in Washington, D.C. The award was for Dr. Stepler's contribution to the practice of agronomy in North America. The Council is composed of representatives of industry, research and universities. Only two other Canadians have received the award; Dr. Crampton of Macdonald College and Prof. McKonky of the Ontario Agricultural College.

MACDONALD COLLEGE ROYAL; 65

The annual Macdonald College Royal will be presented by Macdonald Students on Friday, February 26th, 1965. Details are available from the Director of Publicity, Mr. Len Best, Macdonald College, P.Q.

Dr. Jozef Nowosielski has recently been appointed as a Research Associate in Parasitology. Jozef is, by training, an invertebrate physiologist and will be investigating the physiology of ticks in general and of tick paralysis in particular. He was born in Poland, but moved to England with his parents before the war. He was educated in English schools and read Zoology at Cambridge University. In 1957 Jozef moved to the United States for post-graduate study and received a Ph.D. from Cornell in 1961. Since then he has been engaged in research work at Cornell and in the Department of Environmental Biology at the University of Massachusetts.

In September of this year Jozef married; Maria is also of Polish origin and is reading for a Ph.D. in Polish Literature at Harvard.

Dr. J. H. Hare has been elected to the Board of Directors of Pfizer Company Ltd., it has been announced by J. H. Flynn, Chairman.

Dr. Hare, Vice-President in charge of the Agricultural Division, has been with Pfizer since 1955 when he joined the company as Service Nutritionist at the Company's experimental farm. In 1959, he was appointed Manager of the Agricultural Division in Canada. Dr. Hare graduated from Ontario Agricultural College and earned his Ph.D. in animal nutrition at McGill University's MacDonald College.

Enthusiastic leaders of Young Farmers Clubs in Southwestern Quebec met at the College on December 7 under the leadership of Vianey Surprenant, Quebec Department of Agriculture. A full day of discussion, instruction and co-operation laid the ground work for an expanded program to help rural young people meet the challenges of the future.

(continued from page 12)

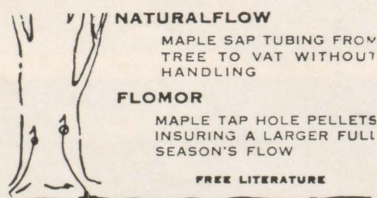
Not many homes in Madras can afford to use gas or electricity for cooking, as these fuels are expensive. Wood is scarce and for this reason rather expensive too. Casuarina groves have been planted in many sea-shore

areas but many of the trees are still small and not yet able to provide a source of fuel. The two most frequently used fuels are therefore kerosene and charcoal. Almost any fuel can be used for steaming iddis but charcoal is the fuel of choice for cooking dosais. It gives a steady heat which warms the tavai evenly and browns the dosai beautifully.

Dosai is made of the same ingredients as iddli, in slightly different proportions, but the product looks entirely different. After the ground rice and black gram dhal have fermented over-night, a little water is added. The black saucer-shaped tava is heated over the charcoal fire. A little fat is rubbed over the surface and the batter is poured onto the tava. It is thick in the centre and lacy on the edges. It is cooked like pancakes but is not turned over as they are. The masala is a highly spiced vegetable sauce put in the centre of the dosai. The dosai is then folded like an omelet and eaten with the fingers as soon as it has cooled enough to touch. Since dosais have to be cooked individually, they are often served only as a special treat.

Iddlis are an excellent way to serve rice. Rice contains only 6-8% protein but black gram dhal which contains at least 20%, brings the average protein content up to about 14%. Children can begin eating iddlis as soon as they are able to take solid food and the use of iddlis in south India helps to prevent the protein deficiency disease, kwashiorkor so prevalent among rice-eating people. It is a cheap, readily available food, enjoyed by young and old alike but one which most Canadians will probably never taste unless the dhideer iddl mix is imported into this country.

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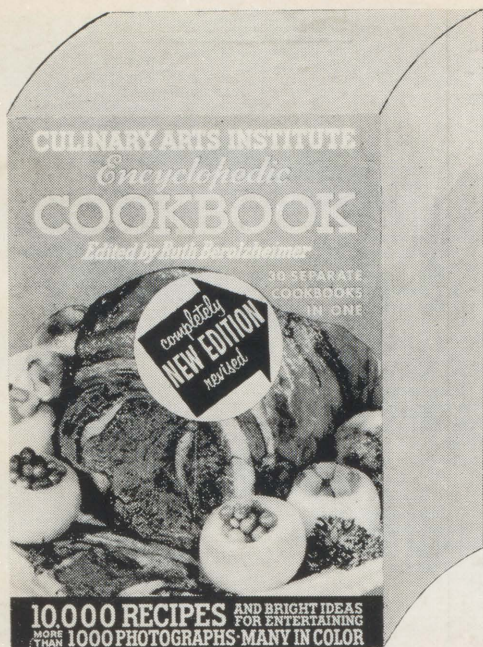
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